

商业资源中心（增强版） **Business Insights: Global**

Transform Information into Insight

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Transform information into insight

Research and analyze companies, industries, and economies around the world.

Featuring the tools you need to interpret a global business landscape:

- robust data sets
- visualization tools to help you develop data-driven insights
- case studies to broaden your perspective on real-life situations



Chart Data

Explore statistics and analyze trends the easy way. For example, [compare exports](#) in China and India, analyze [unemployment trends](#) in North America, or explore [economic growth](#) across Europe's leading economies.



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Use case studies from the [Gale CaseBase collection](#) and other sources to examine contemporary, real-life business situations to develop your decision-making and problem-solving expertise.



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商业资源中心（增强版）

Gale Business Insights: Global

- 研究
- 产品目标
- 内容
- 关联（The “Glue”）
- 课堂教学
- Q & A

研究: 学生所需

- 小组任务与分析可以吸引商科的学生去图书馆学习
- 小组和个人研究项目都需要统计信息和数据集
- 学生经常引用数据用于论文中, 并且举例说明或比喻
- 关于全球市场和行业的关键商业信息, 特别是新兴市场



研究：教师所需

- 教授认为国际商业是商业教育的一部分，而不是一个独特的领域
- 当今的国际案例研究适合学生
- 国家的详细信息
(如经济数据、人口统计、文化、商业惯例等)
- 公司的具体数据和信息
- 统计和财务信息
- 深入覆盖新兴市场



研究: 公司所需

- **批判性思维 & 背景知识**

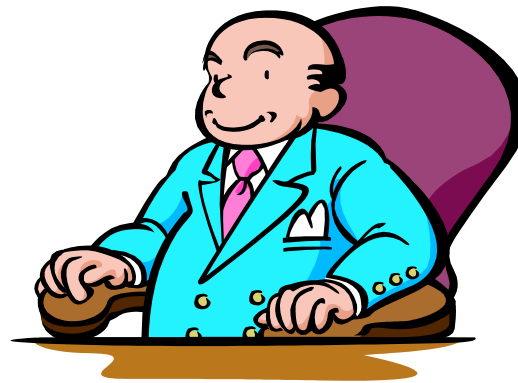
- 随着技术和组织的变化, 有形的商业技能每隔五年会过时

- **全球意识**

- 全球化影响所有商业领域
- 通过目标数据和信息, 分析全球市场和趋势

- **理想候选人:**

- 写作 清晰
- 思想 创新
- 分析 定量数据



产品目标

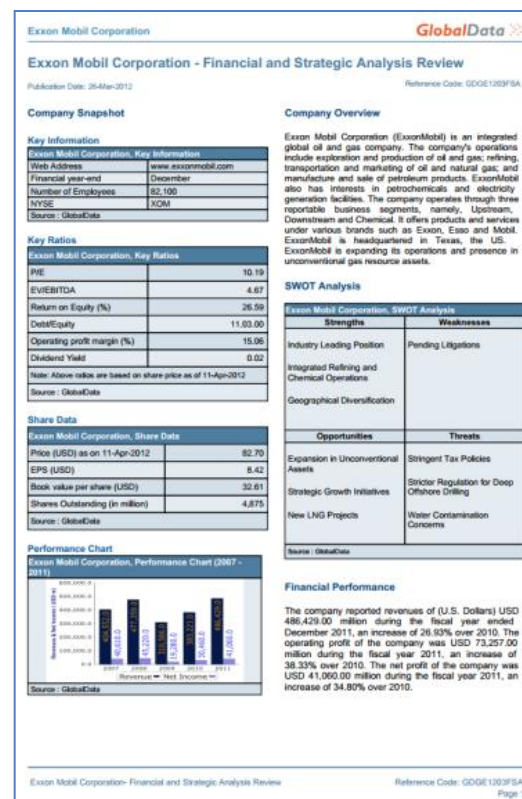
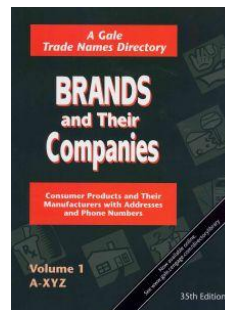
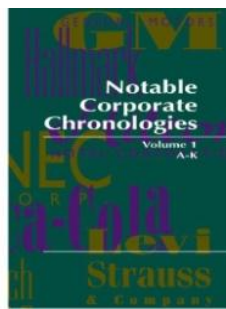
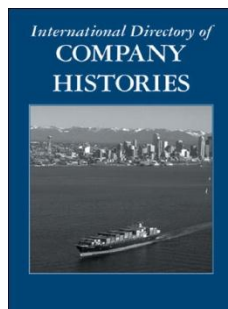
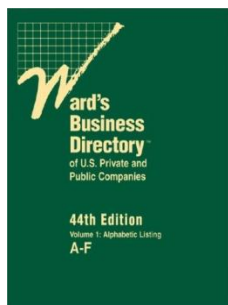
Gale Business Insights: Global 为配合课程和支持案例研究方法而设计

- 将统计数据整合记述
- 轻松比较和对比
- 支持案例研究
- 全球国家、公司和行业数据
- 图表工具：定制化统计数据集
- 不仅是数据，还是“关联”



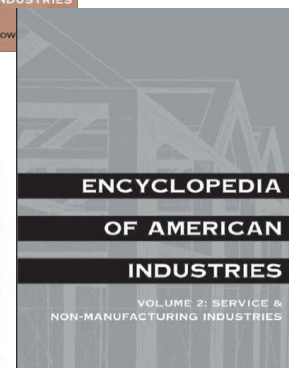
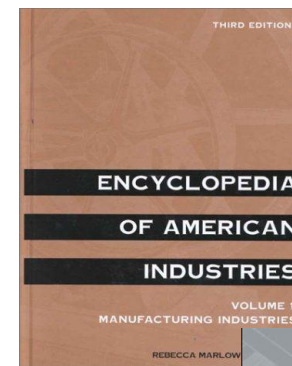
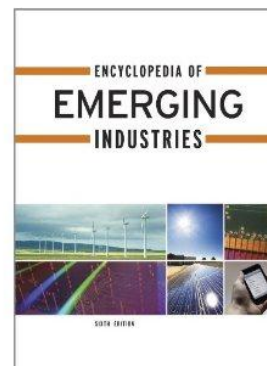
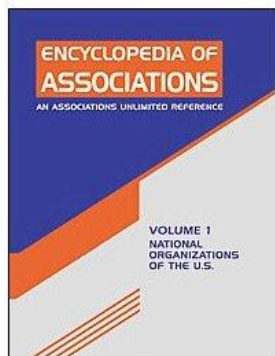
核心内容

- 455,000 多份来自 Gale 名录的详细公司简介
- 超过 200 万份投资研究报告/投资经济报告
- 数千份详细的财务报告（包括基础数据和比较工具）
- 超过 1000 份 SWOT 报告（季度更新）
- 超过 5,900 种索引期刊（1980 年至今）
- 超过 10,800 份来自 Gale 出版物的公司历史
- 超过 2,200 份来自 Gale 出版物的公司年表
- 超过 80,000 家公司的 365,000 个产品



核心内容

- 超过 1,300 个行业概述（包括所有行业），支持全部 SIC/NAICS 检索和浏览
- 超过 28,000 份行业/市场研究报告
- 超过 43,400 份由 Gale 出版的市场份额报告
- 超过 65,000 份由 Gale 出版的顶尖商业排名
- 超过 2,000 份来自 Gale 出版物的参考文献
- 近 70,000 家商业协会



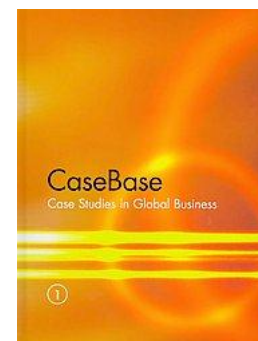
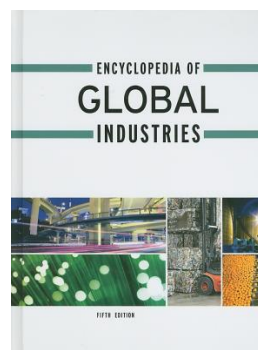
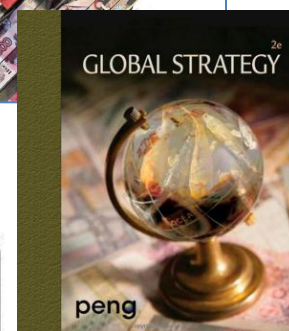
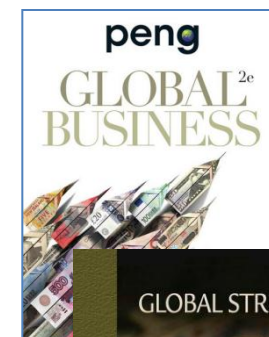
 **DATAMONITOR**

增加内容

- 超过 1,000 份案例研究（Case Studies）
- 193 个国家的详细介绍
 - 来自 Dunn & Bradstreet 和 Economist Intelligence Unit 的经济风险报告
 - 超过 1,000 个国家经济标准
- 超过 500 个 深入的行业简介（全球视角）
- 超过 860 份新增商业杂志和期刊
- 1,200 多个商界管理人士的视频访谈用于课堂教学
- 2,200 多个商业名词和专业术语

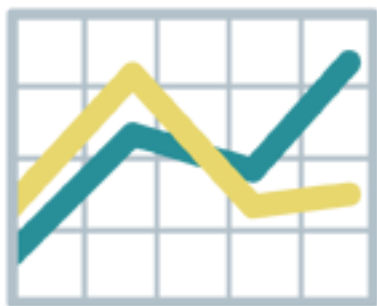
Economist Intelligence Unit

The Economist



关联: 连接、比较和对比

- 通过互动工具比较不同国家、公司和行业的统计数据
- 将国家与公司、公司与行业、行业与统计、公司与案例研究等相互关联
- 检索相关统计信息的文章
- 导出不同格式的图表和数据



汽车-基本检索

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automobile

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(52)Company Histories
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PR Newswire (37,349)

Automotive News (32,751)

New York Times (22,636)

The Associated Press (22,636)

Company Profiles [View All...](#)★ [Automobile Club of Michigan](#)

Company Profile, Gale Business Insights Online Collection, 2012

Insurance: Car, home, and life insurance. Transportation:
Travel agency.[Recent News](#)Operating Revenue: **\$5,697,000,000**Employees: **3,882**Sales Per Employee: **\$1,467,543**★ [Automobile Dealers](#)

Company Profile, Gale Business Insights Online Collection, 2012

Manufacturing: Manufacturing

Industry Profiles [View All...](#)★ [Automobile Manufacturing](#)

Industry Profile, Gale Business Insights Online Collection, 2012

This industry classification consists of establishments primarily engaged in manufacturing or assembling complete automobiles, trucks, commercial vehicles, and buses, as well as specialty motor vehicles intended for ...

★ [Automobile Dealers](#)

Industry Profile, Gale Business Insights Online Collection, 2012

Association Profiles [View All...](#)★ [Automobile and Touring Club of Finland](#)

Association Profile, Gale Business Insights Online Collection, 2012

FOUNDED: 1972. MEMBERS: 108000. MEMBERSHIP DUES: general, EUR 51 annual; family, EUR 10 annual; company, EUR 82 annual; AL assistance, EUR 48 annual; youth-disabled person, EUR 20 annual

汽车制造业-行业简介

Home

Case Studies

Search History

该行业顶尖国家、
公司、主要统计数据

比较该行业的顶尖国家

Automobile Manufacturing

Key Information

| | |
|----------------------|---------------------|
| Number of Companies: | 337 |
| Employees: | 5,071,994 |
| Annual Revenue: | \$2,816,247,000,000 |
| Sales Per Employee: | \$555,254 |
| NAICS: | 336111 |

Top Countries

| | |
|---------------|-------------------|
| Japan | \$665,949,800,000 |
| Germany | \$503,936,500,000 |
| United States | \$465,924,900,000 |
| France | \$371,885,000,000 |
| China | \$169,181,900,000 |

Revenue

Top Companies

| | |
|--------------------|-------------------|
| Toyota Motor Corp. | \$233,813,100,000 |
| Volkswagen AG | \$196,574,100,000 |
| General Motors Co. | \$150,276,000,000 |
| Daimler AG | \$131,438,400,000 |
| Ford Motor Co. | \$128,168,000,000 |

Revenue

Industry Essays (Explore overview essays related to this industry)

★ Motor Vehicles and Passenger Car Bodies

Gale Business Insights: Global Collection, 2012

This industry classification consists of establishments primarily engaged in manufacturing or assembling complete automobiles, trucks, commercial vehicles, and buses, as well as specialty motor vehicles intended for ...

★ Alternative Energy

Encyclopedia of Emerging Industries, 2012

The alternative energy industry comprises two main segments: renewable energy sources, such as wind, solar, and hydroelectric power, and alternative vehicle fuels, such as natural gas, electricity, and biodiesel. During ...

★ Motor Vehicles and Passenger Car Bodies

Encyclopedia of American Industries, 2012

This industry classification is comprised of establishments primarily engaged in manufacturing or assembling complete automobiles, trucks, commercial vehicles, and buses, as well as specialty motor vehicles intended for ...

★ Motor Vehicles

Encyclopedia of Global Industries, 2012

One of the largest sectors of the global economy, the motor vehicle industry produces passenger cars, trucks, commercial cars, and buses. Included in this discussion are firms that build chassis and passenger car ...

★ Electric Vehicles

Encyclopedia of Emerging Industries, 2012

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排名情况、市场研究
期刊文章、协会等

行业概述文章

Compare Companies

Share

Chart

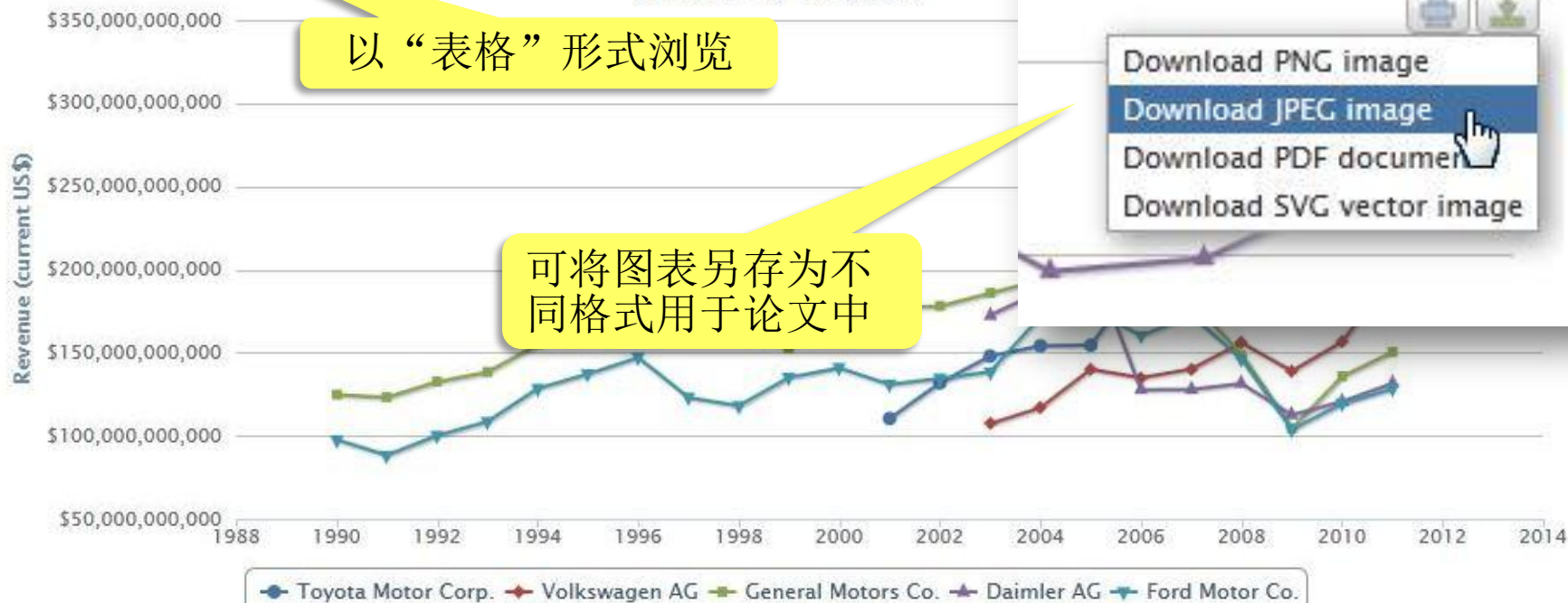
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Related Articles

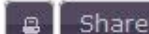
Search Metrics: Revenue

Add/Remove

Revenue by Company



Compare Companies



Chart

Table

Related Articles

Search Metrics: Revenue

Add/Remove

Download as CSV

将表格保存为
CSV (Excel) 格式

Company

| Year | Company | | | | |
|------|--------------------|-------------------|--------------------|-------------------|-------------------|
| | Toyota Motor Corp. | Volkswagen AG | General Motors Co. | Daimler AG | Ford Motor Co. |
| 2012 | \$233,615,100,000 | | | | |
| 2011 | \$238,769,700,000 | \$196,574,100,000 | \$150,276,000,000 | \$131,438,400,000 | \$128,168,000,000 |
| 2010 | \$244,334,900,000 | \$156,525,700,000 | \$135,592,000,000 | \$120,607,800,000 | \$119,280,000,000 |
| 2009 | \$247,011,800,000 | \$138,878,400,000 | \$104,589,000,000 | \$112,498,300,000 | \$103,868,000,000 |
| 2008 | \$292,073,500,000 | \$155,928,300,000 | \$148,979,000,000 | \$131,355,600,000 | \$146,277,000,000 |
| 2007 | \$261,010,200,000 | \$140,085,100,000 | \$181,122,000,000 | \$127,866,900,000 | \$172,455,000,000 |
| 2006 | \$195,222,500,000 | \$134,911,200,000 | \$207,349,000,000 | \$127,639,200,000 | \$160,123,000,000 |
| 2005 | \$154,497,100,000 | \$139,920,100,000 | \$192,604,000,000 | \$206,511,200,000 | \$176,896,000,000 |
| 2004 | \$154,113,600,000 | \$116,870,700,000 | \$193,452,000,000 | \$186,622,900,000 | \$171,652,000,000 |

Compare Companies

检索或加入其他公司

Share

Chart

Table

Related Articles

Search Metrics: Revenue

▼ Add/Remove

Revenue by Company



Compare Companies

Share

Chart

Table

Related Articles

Search Metrics: Revenue

Add/Remove



Compare Companies

Share

Chart

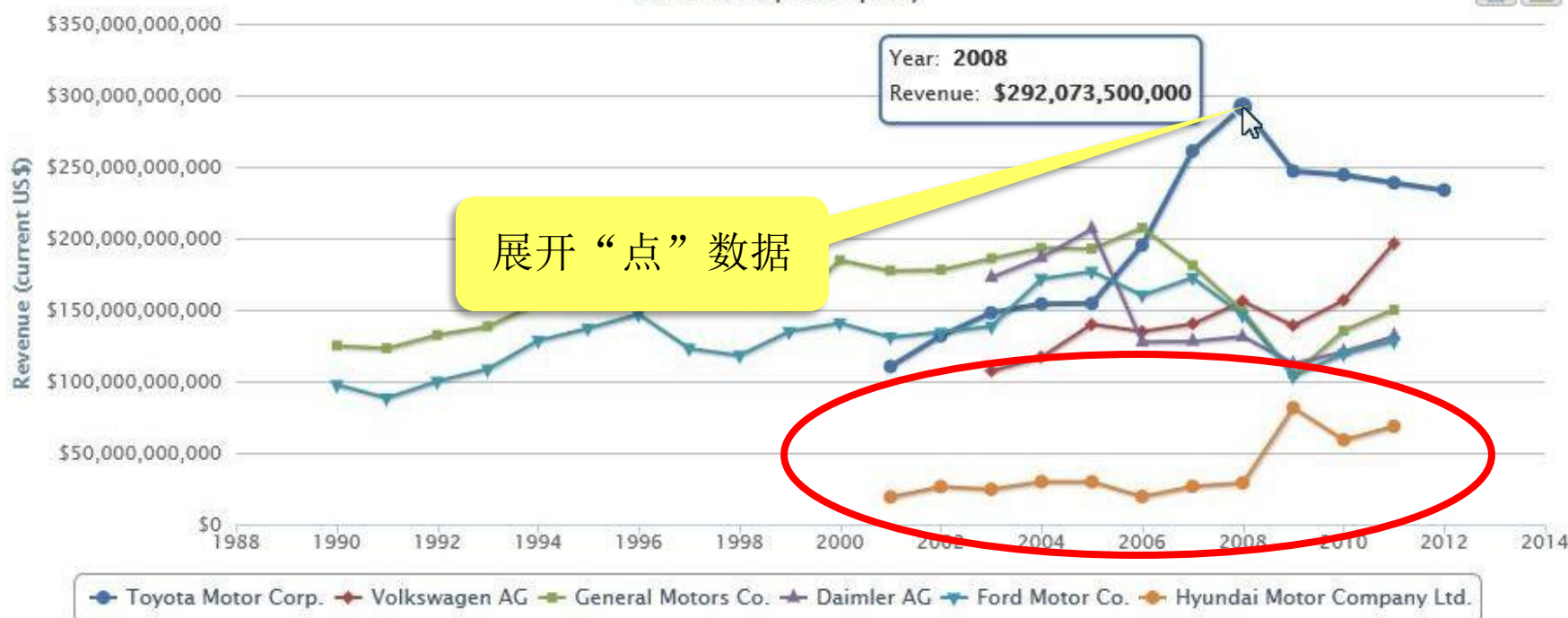
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Related Articles

Search Metrics: Revenue

Add/Remove

Revenue by Company



Compare Companies

Share

Chart

Table

Related Articles

Search Metrics: Revenue

Add/Remove

Revenue by Company



General Motors Co.

[View Company Hierarchy](#)

URL:

<http://www.gm.com>

Email:

info@gm.com

Ticker (Stock Exchange):

GM (NYSE)

GMM (TORONTO)

Key Information

| | |
|---------------------|-------------------|
| Sales: | \$150,276,000,000 |
| Employees: | 207,000 |
| Sales Per Employee: | \$725,971 |
| Year Founded: | 1908 |

Related Companies

| | |
|--------------------------|-------------------|
| Toyota Motor Corp. | \$233,615,100,000 |
| Volkswagen AG | \$196,574,100,000 |
| Ford Motor Co. | \$128,168,000,000 |
| Honda Motor Company Ltd. | \$99,915,500,000 |
| Chrysler Group L.L.C. | \$54,981,000,000 |

Revenue

Business Description:

General Motors Co. designs, builds, and sells cars, trucks and automobile parts worldwide. The company also provides automotive financing services through General Motors Financial Co. The automotive operations meet the demands of customers through four automotive segments: North America, Europe, Asia, and GM Global Operations (GMIO) and GM Global Operations (GMIO). The company also provides information services.

Fiscal Year:

December 31, 2011

Company Type:

Public Company, Headquarters Location

该公司主要统计数据、基础信息、相关公司、附属行业

链接至该公司具体内容集

Related Content:

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Competing In the Chinese Automobile Industry

Global Business

The Red-hot Market

For automakers seeking relief from a global price war caused by overcapacity and recession, China is the only game in town. With just ten vehicles per 1,000 residents in China as of 2006 (as opposed to 940 in the United States and 584 in Western Europe), there seem to be plenty of growth opportunities. Not surprisingly, nearly every major auto company has jumped into China, quickly turning the country into a new battleground for dominance in this global industry. In addition, China has become a major auto parts supplier. Of the world's top-100 auto parts suppliers, 70% have a presence in China. 1

China vaulted past Japan in 2006 to become the world's number-two vehicle market (behind the United States). In 2006, car sales in China were up 37%, and sales of all vehicles including trucks and buses (7.2 million in total) were up 25%. Reports of record sales, new production, and new venture formations were numerous. After China's accession to the World Trade Organization (WTO) in 2001, the industry has been advancing by leaps and bounds. At the global level, China has moved to the third position in production behind the United States and Japan and is slated to produce 8.5 to 9 million vehicles in 2007 (see Table 1). Around 50% of the world's activity in terms of capacity expansion is seen in China.

| Year | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Volume (million) | 1.475 | 1.585 | 1.629 | 1.832 | 2.068 | 2.347 | 3.251 | 4.443 | 5.070 | 5.718 | 7.280 |
| Growth rate | 1.5% | 7.5% | 2.8% | 12.5% | 12.9% | 13.2% | 38.5% | 37.7% | 14.1% | 12.8% | 27.3% |

Source: *Yearbook of China's Automobile Industry (1996-2006)*.

Because the Chinese government does not approve wholly owned subsidiaries for foreign carmakers (even after the WTO accession), foreign firms interested in final-assembly operations have to set up joint ventures (JVs) or licensing deals with domestic players. By the mid-1990s, most major global auto firms had managed to enter the country through these means (Table 2). Among the European companies, Volkswagen (VW), one of the first entrants (discussed later), has dominated the passenger car market. In addition, Fiat-Iveco and Citroën are expanding.

| | Formation | Initial Investment (\$ Million) | Foreign Equity | Chinese Partner | Foreign Partner |
|------------------------|-----------|---------------------------------|----------------|----------------------|-----------------|
| Beijing Jeep | 1983 | 223.93 | 42.4% | Beijing Auto Works | Chrysler |
| Shanghai Volkswagen | 1985 | 263.41 | 50% | SAIC | Volkswagen |
| Guangzhou Peugeot | 1985 | 131.4 | 22% | Guangzhou Auto Group | Peugeot |
| FAW VW | 1990 | 901.84 | 40% | First Auto Works | Volkswagen |
| Wuhan Shenlong Citroën | 1992 | 505.22 | 30% | Second Auto Works | Citroën |
| Shanghai GM | 1997 | 604.94 | 50% | SAIC | GM |
| Guangzhou Honda | 1998 | 887.22 | 50% | Guangzhou Auto Group | Honda |

案例研究
(Case Studies)



Translate:

English (English)



公司历史和年表

General Motors Corporation

International Directory of Company Histories

Company Perspectives:

General Motors' enjoys a long tradition of accountability, integrity, and transparency that has helped establish our reputation as a leader in corporate responsibility. We place a high value on communicating clear, consistent, and truthful information about our performance to our employees, suppliers, dealers, investors, and customers.

General Motors Corporation (GM) is the world's largest full-line vehicle manufacturer and marketer. Its arsenal of brands includes Chevrolet, Pontiac, GMC, Buick, Cadillac, Saturn, Hummer, and Saab. Opel, Vauxhall, and Holden comprise GM's international nameplates. Through its system of global alliances, GM holds stakes in Isuzu Motors Ltd., Fuji Heavy Industries Ltd., Suzuki Motor Corporation, Fiat Auto, and GM Daewoo Auto & Technology. Other principal businesses include General Motors Acceptance Corporation and its subsidiaries, providers of financing and insurance to GM customers and dealers. In the early 2000s, struggling under the weight of escalating healthcare and pension costs, GM sought to shed some of its less profitable activities. Toward that end, among other moves, the company sold its stake in Hughes Electronics, phased out production of the Oldsmobile, and discontinued the Chevrolet Camaro and Pontiac Firebird. Facing a tough economic climate, GM has nevertheless retained its position as the world's leading automaker.

19th-Century Origins

The beginning of General Motors Corporation can be traced back to 1892, when R.E. Olds collected all of his savings to convert his father's naval

Fundamentals Analysis

Financials Dashboard

基础数据

GENERAL MOTORS COMPANY

Export 

Income Statement

Balance Sheet

Cash Flow

Ratios

☐ Compare to prior periods
 ☒ Compare to major competitors
 ☐ Compare to specific companies

Reporting Basis Period

Annual

Last

Update View

Income Statement-Annual-Standardized in Millions of USD

| Fiscal Period: | General Motors Company — 2011 | Toyota Motor Corporation (ADR) 2012 | Ford Motor Company 2011 | Honda Motor Co Ltd (ADR) 2012 |
|------------------------------|-------------------------------|-------------------------------------|-------------------------|-------------------------------|
| Period End Date: | 2011-12-31 | 2012-03-31 | 2011-12-31 | 2012-03-31 |
| Period Length: | 12 Months | 12 Months | 12 Months | 12 Months |
| Update Type: | Updated Normal | Updated Normal | Updated Normal | Updated Normal |
| Update Date: | 2011-12-31 | 2012-03-31 | 2011-12-31 | 2012-03-31 |
| Source: | 10-K | Yuho | 10-K | Yuho |
| Source Date: | 2012-02-27 | 2012-06-25 | 2012-02-21 | 2012-06-21 |
| Original Announcement Date: | 2012-02-16T12:30:00 | 2012-05-09T06:00:00 | 2012-01-27T12:00:00 | 2012-04-27T06:00:00 |
| Complete Statement: | Complete | Complete | Complete | Complete |
| Flash Update: | No | No | No | No |
| Consolidated: | Yes | Yes | Yes | Yes |
| Auditor Code: | DHS | PWCL | PWCL | KMAZ |
| Net Sales | 150276.0 | 1.8583653E7 | 136264.0 | 7948095.0 |
| Gross Revenue | -- | -- | -- | -- |
| Sales Returns and Allowances | -- | -- | -- | -- |
| Excise Tax Receipts | -- | -- | -- | -- |
| Revenue | 150276.0 | 1.8583653E7 | 136264.0 | 7948095.0 |
| Interest Income, Non-Bank | -- | -- | -- | -- |
| Other Revenue | -- | -- | -- | -- |
| Other Revenue, Total | -- | -- | -- | -- |
| Total Revenue | 150276.0 | 1.8583653E7 | 136264.0 | 7948095.0 |
| Cost of Revenue | 124474.0 | 1.6208664E7 | 116050.0 | 5948033.0 |

Markets

Stocks

Mutual Funds & ETF's

Sectors

Overview

Market News

Market Videos

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General Motors (GM)



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General Motors (NY: GM)

22.98 USD

Delayed Price



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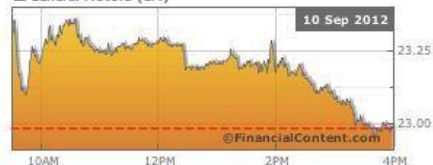
Research

Community

Price And Volume

[Detailed Quote](#)

General Motors (GM)



Intraday

1 Week

1 Month

3 Month

1 Year

Compare to: None

| | |
|--------------------|---------------|
| Volume | 8,158,170 |
| Open | 23.28 |
| Bid (Size) | 22.98 (200) |
| Ask (Size) | 22.99 (2100) |
| Prev. Close | 22.98 |
| Today's Range | 22.94 - 23.42 |
| 52wk Range | 18.72 - 27.68 |
| Shares Outstanding | 1,565,954,484 |
| Dividend Yield | N/A |

Top News

[More News](#)

China-Japan Row 'Worrying', Says Nissan CEO 1:21 EDT

The diplomatic row between Japan and China is "worrying," says the CEO of Nissan Motors Carlos Ghosn, in response to recent reports that the dispute may be hurting sales at Japan's second biggest... [Read More](#)

category [Places/Asia/China](#), [Nissan Motor Co., Ltd.](#), [Honda Motor Company, Ltd.](#), and 5 more.
from [CNBC.com News](#)

Honda Motor sets Accord prices for U.S. market Sep 10, 2012

Sept 10 (Reuters) - The Accord, the most essential model to the North American success of Honda Motor Co, will have a base price of \$22,470 when it goes on sale next week in U.S. showrooms, the company... [Read More](#)

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from [Reuters: Company News](#)

股票和投资新闻

GM


Date: 1 September 2012 Sector: Industry:

GENERAL MOTORS CO

(NEW YORK STOCK EXCHANGE)

Business Summary

General Motors Company (GM) designs, builds and sells cars, trucks and automobile parts worldwide. The Company also provides automotive financing services through General Motors Financial Company, Inc. (GM Financial). It operates in four automotive segments: GM North America (GMNA), GM Europe (GME), GM International Operations (GMIO) and GM South America (GMSA). GM's total worldwide vehicle sales were nine million during the year ended December 31, 2011. The Company's GMNA segment develops, manufactures and/or markets vehicles under the brands, such as Buick, Cadillac, Chevrolet and GMC for its customers in North America. GM for its customers outside North America develops, manufactures and/or markets vehicles under the brands, such as Buick Chevrolet, GMC, Opel, Cadillac, Daewoo, Holden and Vauxhall. In August 2012, the Company announced the sale of its Class A Membership Interests in Delphi Automotive (Delphi) back to Delphi.




General Motor's Co
300 RENAISSANCE CENTER
DETROIT
MI 48265-3000
United States

(Investor Relations)
<http://www.gm.com/>

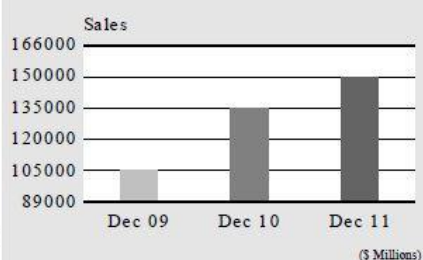
Share Performance

| | | | | | |
|--------------------|-------|---------------|-------|-----------|-----|
| Price (\$): | 21.11 | 52 Week High: | 27.68 | Currency: | USD |
| Volume (millions): | 7.8 | 52 Week Low: | 18.72 | | |



GM.N

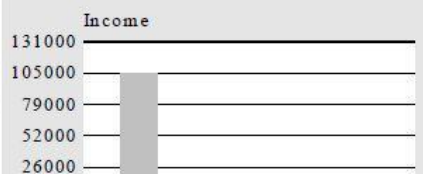
2011 2012



Sales

| Year | Sales (\$ Millions) |
|--------|---------------------|
| Dec 09 | 105,000 |
| Dec 10 | 135,000 |
| Dec 11 | 150,000 |

(3 Millions)



Income

| Year | Income (\$ Millions) |
|--------|----------------------|
| Dec 09 | 105,000 |
| Dec 10 | 105,000 |
| Dec 11 | 105,000 |

Financial Summary

General Motors Co.

Recent News

新闻文章

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Automobile industry
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General Motors Co.
(14,432)
Automotive industry (1,865)
Automobiles (1,717)
Ford Motor Co. (1,052)

[View More](#)★ [U.S. new car sales in Aug. jump 19.9%, led by Japanese automakers](#)*Japan Transportation Scan, September 10 2012*

NEW YORK, Sept. 4 Kyodo New car sales in the United States in August jumped 19.9 percent to 1,285,202 units, led by two major Japanese automakers continuing to post strong sales growth, according to data released Tuesday ...

★ [Q&A on the News](#)*The Atlanta Journal-Constitution (Atlanta, GA), September 10 2012*

Byline: Andy Johnston Q: One of the U.S. Open tennis stadiums is named after Louis Armstrong. What did he have to do with tennis? ---Andy Sims, Douglasville A: The stadium was originally named the Singer Bowl because it ...

★ [United States : GM to Add 500 New I.T. Jobs in Texas](#)*Mena Report, September 8 2012*

General Motors is hiring software developers, project managers, database experts, business analysts and other information technology professionals to staff the first of several new IT Innovation Centers in the United ...

★ [Ford to introduce new models for the slumping auto market of Europe; Company expects to lose more than \\$1 billion on Continent in current year](#)*International Herald Tribune, September 8 2012*

Byline: BILL VLASIC DETROIT — Even during the auto industry's collapse in the U.S. three years ago, Ford Motor kept investing heavily in new products for the future. As U.S. auto sales recovered, so did Ford's revenue ...

★ [Chelsea deal extended](#)*The Times (London, England), September 8 2012*

Chelsea have renewed their shirt sponsorship with Samsung until the end of the 2014-15 season. The deal,

General Motors Co.

Journals

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Related Subjects:

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Automotive industry (6)
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batteries (2)
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★ Taub presented Kelly Lecture*Advanced Materials & Processes, August 2012*

Dr. Alan I. Taub, recently retired vice president of research at General Motors, West Bloomfield, Mich., gave the 14th Kelly Lecture as part of the Armourers and Brasiers' Cambridge Forum at Cambridge University's New ...

★ Facing IT risk head-on: internal audit departments must confront constantly emerging technology threats without losing sight of previous dangers that never go away*Internal Auditor, August 2012*

If you dined on spaghetti and meatballs in 1982 and paid with a credit card, your server likely took the card to the manager's office and looked up the 16-digit account number in a several-hundred-page publication to see ...

★ Beyond our control: labour adjustment in response to the global recession by multinational auto companies in Australia*Australian Bulletin of Labour, June 2012*

Abstract In response to the global recession, many multinational companies (MNCs) in the auto industry adjusted labour levels in their plants around the world. This paper examines the responses of Ford, GM, and Bosch in ...

★ Robo-glove*Mechanical Engineering-CIME, May 2012*

General Motors and NASA are designing a wearable robotic glove that gives humans a stronger grasp while potentially reducing the risk of repetitive stress injuries. The device is a spinoff of a humanlike robotic hand ...

期刊文章

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Company Finder

Country: South Korea XNAICS: Automobile Manufacturing - 336111 X

公司检索：按照国家、州、城市、行业、总收入、员工人数

Start Over

Download as CSV

Export up to 500 results

Total Companies Found: 7

| Country | Name | Location | Employees | Revenue |
|--|----------------------------|--------------------------------|-----------|------------------|
| State | Hyundai Motor Company Ltd. | Seoul, South Korea | 57,105 | \$68,571,100,000 |
| City | Kia Motors Corp. | Seoul, South Korea | 29,943 | \$37,795,600,000 |
| SIC | Hyundai Motor Co. | Seoul, South Korea | 56,720 | \$33,092,500,000 |
| NAICS | Hyundai Mobis Company Ltd. | Seoul, South Korea | 6,663 | \$23,176,000,000 |
| NAICS (Code/Description): | | | | |
| automob | | | | |
| Automobile and Other Motor Vehicle Merchant Wholesalers - 423110 | | Incheon, South Korea | 17,135 | \$13,280,900,000 |
| Automobile Dealers - 4411 | | Busan, South Korea | 5,745 | \$4,390,800,000 |
| Automobile Driving Schools - 611692 | | | | |
| Automobile Manufacturing - 336111 | Autech Corp. | Chungcheongnam-do, South Korea | 84 | \$53,400,000 |

Automobile Manufacturing



Key Information

| | |
|----------------------|---------------------|
| Number of Companies: | 337 |
| Employees: | 5,071,994 |
| Annual Revenue: | \$2,816,247,000,000 |
| Sales Per Employee: | \$555,254 |
| NAICS: | 336111 |

Top Countries

| | |
|---------------|-------------------|
| Japan | \$667,818,000,000 |
| Germany | \$3,936,500,000 |
| United States | \$5,924,900,000 |
| France | \$71,885,000,000 |
| China | \$69,181,900,000 |

Revenue

Top Companies

| | |
|--------------------|-------------------|
| Toyota Motor Corp. | \$253,615,100,000 |
| Volkswagen AG | \$196,574,100,000 |
| General Motors Co. | \$150,276,000,000 |
| Daimler AG | \$131,438,400,000 |
| Ford Motor Co. | \$128,168,000,000 |

Revenue

Industry E

★ Motor Vehicle

Gale Business

This industry classification consists of establishments primarily engaged in manufacturing or assembling complete automobiles, trucks, commercial vehicles, and buses, as well as specialty motor vehicles intended for ...

★ Alternative Energy

Encyclopedia of Emerging Industries, 2012

The alternative energy industry comprises two main segments: renewable energy sources, such as wind, solar, and hydroelectric power, and alternative vehicle fuels, such as natural gas, electricity, and biodiesel. During ...

★ Motor Vehicles and Passenger Car Bodies

Encyclopedia of American Industries, 2012

This industry classification is comprised of establishments primarily engaged in manufacturing or assembling complete automobiles, trucks, commercial vehicles, and buses, as well as specialty motor vehicles intended for ...

★ Motor Vehicles

Encyclopedia of Global Industries, 2012

One of the largest sectors of the global economy, the automobile industry manufactures passenger cars, trucks, commercial cars, and buses. Included in this discussion are firms that build chassis and passenger car ...

★ Electric Vehicles

Encyclopedia of Emerging Industries, 2012

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比较汽车制造业的顶尖国家

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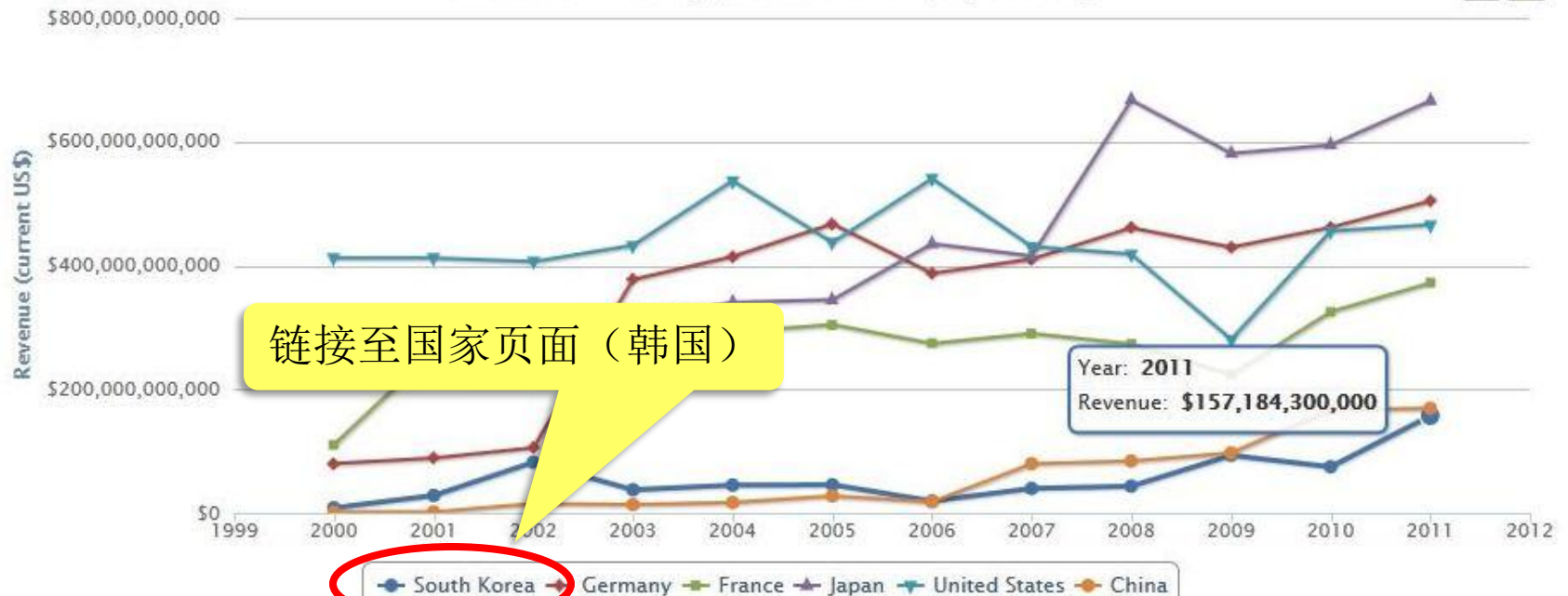
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Search Metrics: Revenue

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Revenue in Industry (NAICS: 336111) by Country



该国家的顶尖公司、
行业和主要统计数据

South Korea



Key Information

| | |
|--------------------------|---------------------|
| GDP (US \$): | \$1,116,247,397,319 |
| Average Life Expectancy: | 80.8 |
| Gross National Income: | \$1,119,293,254,926 |
| Unemployment Rate: | 3.70% |
| Population: | 48,636,068 |
| Currency: | KRW Won |

Top Companies

| | |
|-------------------------------------|-------------------|
| Samsung Electronics Company Ltd. | \$145,432,600,000 |
| Samsung Life Insurance Company Ltd. | \$105,103,100,000 |
| Samsung Electronics Company Ltd. | \$101,024,500,000 |
| Samsung Group | \$90,892,900,000 |
| LG Group | \$87,139,000,000 |

Revenue

Top Industries

| | |
|--|--------|
| Commercial Banking Primary Industry | 522110 |
| Offices of Bank Holding Companies | 551111 |
| Monetary Authorities-Central Banks | 521110 |
| Direct Life Insurance Carriers | 524113 |
| Automobile Manufacturing | 336111 |

NAICS Code

Translate:

English (English) ▼

Country risk overview

[GRAPHIC OMITTED]

Country Risk Indicator: DB2

Low degree of uncertainty associated with expected returns. However, country-wide factors may result in higher volatility of returns at a future date.

The DB country risk indicator is a comparative, cross-border assessment of the risk of doing business in a country. The indicator seeks to encapsulate the risk that country-wide factors pose to the predictability of export payments and investment returns over a time horizon of two years.



Risk Snapshot

* Relations with the country's impetuous nuclear-armed neighbour, North Korea, will remain tense and unpredictable throughout the forecast period.

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浏览该国家的相关案例研究

来自Dunn & Bradstreet
的国家风险概述

South Korea

Case Studies

Business case studies illustrate a business situation and teach practical business skills and decision-making strategies. Look to the left sidebar, below, to search within these results or limit by specific business topics and case study providers.

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Related Subjects:

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corporations (2)
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work ethic (1)
Culture (1)

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★ [Mia Motors: the arrival of an international firm into the American economy.\(Instructor's Note\)](#)

Journal of the International Academy for Case Studies, August 2011

CASE DESCRIPTION The primary subject matter of this case concerns the entry of a Korean multinational firm into the U.S. automobile industry and the development of their pioneering management challenge to not only exist

★ [Pushing to Make Hyundai a Global Player: Scenes in the Career of Chairman Chung Mong-Koo](#)

Gale Business Insights: Global Case Study Collection, June 14 2011

This case study explores the actions of Hyundai Motor Chairman Chung Mong-Koo (MK) as he sought to make the company competitive globally throughout his career with the company. MK's corporate leadership and communication ...

★ [Work versus Leisure](#)

Global Marketing, 2011

Unlike their counterparts in many countries, employers in the United States are not required by law to provide paid vacations for their employees. In fact, American culture in general appears suspicious of leisure. Some ...

★ [Cyworld Launches Against MySpace](#)

Global Strategy, 2009

In the crowded US social networking market dominated by MySpace and Facebook, Cyworld from South Korea has entered with a big splash since 2006. Cyworld is no small fry. It is the number one social network site in ...

★ [From Diversification Premium to Diversification Discount in South Korea](#)

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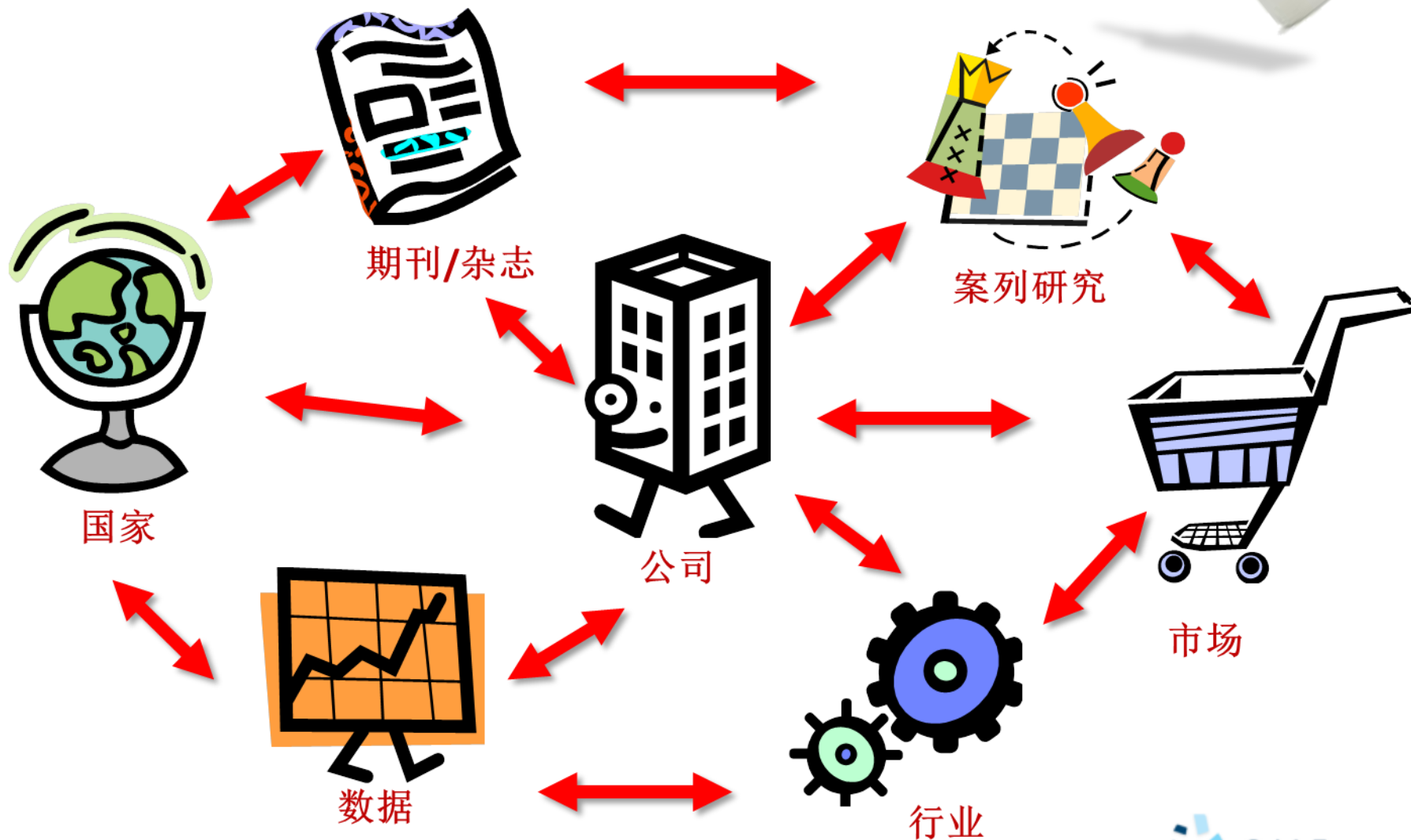
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BI:G applications

课堂教学

适合案例研究和小组任务

- 许多商科学校实行“案例方法”，学生可以分析和讨论现实生活中的商业情况并作出判断
- 学生需要针对公司背景、行业和市场做研究，进行SWOT分析和遵守当今发展状况
- BI:G 帮助教师与学生提供研究效率，节省搜索数据的时间，以更多时间分析和评估
- 请看下面案例

如何用于课堂教学?

- 来自美国明尼苏达大学（University of Minnesota）的商科学生的任务模拟
- 课程名称“国际策略与组织”



美国明尼苏达大学: 小组任务

- 策划在美国以外国家推广一个产品或服务的想法
- 介绍你想推广的国家，并解释原因
- 解释为什么该产品适合这个国家
- 发展策略：推广的方法和原因
- 解释产品生产的地点与方法
- 提供风险评估
- 可任意选择已存在产品或公司

举例: 星巴克 (Starbucks) 在中国



Starbucks Corp.

[View Company Hierarchy](#)**URL:**<http://www.starbucks.com>**Email:**info@starbucks.com**Ticker (Stock Exchange):**

SBUX (NASDAQ)

**Key Information**

| | |
|---------------------|-------------------------|
| Sales: | \$11,700,400,000 |
| Employees: | 149,000 |
| Sales Per Employee: | \$78,526 |
| Year Founded: | 1971 |

Related Companies

| | |
|------------------------------------|-------------------------|
| Aramark Intermediate Holdco Corp. | \$12,896,900,000 |
| Yum! Brands Inc. | \$12,626,000,000 |
| Q Catering Cairns Proprietary Ltd. | \$12,163,400,000 |
| Compass Group USA Inc. | \$10,264,800,000 |
| Van Geldern S.R.L. | \$10,097,100,000 |

Revenue**Industries**

| | |
|--|---------------|
| Full-Service Restaurants | 722110 |
| Primary Industry | |
| Owners and Lessors of Other Non-Financial Assets | 533110 |

NAICS Code**Business Description:**

Starbucks Corp. is a roaster and retailer of specialty coffees. Starbucks operates three business segments: U.S., consisting of retail stores; international, which includes retail stores and some 19,000 foodservice contracts; and the Global Consumer Products Group, which works with licensed partners, such as Kraft, Pepsi-Cola and SYSCO to distribute the company's branded coffees, teas, ready-to-drink beverages and other merchandise to groceries, warehouse stores and convenience outlets worldwide. Outside the U.S., Starbucks operates in nearly 40 countries, with Canada, the UK and Japan representing its largest international markets. The company operates the Starbucks Coffee Agronomy Company, a wholly-owned subsidiary, in Costa Rica, through which it builds relationships with coffee farmers in Costa Rica and in Ghana, Africa. Starbucks brands include Starbucks, Seattle's Best Coffee, Tazo teas and Frappuccino. In January, 2011, Starbucks and Tata Coffee, Asia's largest coffee plantation company, announced plans for a strategic alliance to bring Starbucks to India later that year. Starbucks plans set up stores in Tata retail locations and hotels in India, and also to source and roast coffee beans at Tata Coffee's Kodagu facility.

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公司概况（Company Overview）

- Starbucks Corp. is headquartered in Seattle, Washington in the U.S. It is publically traded on the NASDAQ stock index.
- Founded in 1971, Starbucks Corp. is a roaster and retailer of specialty coffees. As of September 2009, the company operated more than 8,832 company-owned retail stores (6,764 in the U.S. and 2,068 internationally) and distributed products through an additional 7,803 licensed retail outlets (4,956 U.S. and 2,847 international). Starbucks operates three business segments: retail stores, foodservice contracts and global distribution of the company's branded products to grocery and convenience stores worldwide.

Coffee and Tea Manufacturing



Key Information

| | |
|----------------------|------------------|
| Number of Companies: | 147 |
| Employees: | 86,081 |
| Annual Revenue: | \$79,937,300,000 |
| Sales Per Employee: | \$928,629 |
| NAICS: | 311920 |

Top Countries

| | |
|---------------|------------------|
| Mexico | \$37,308,400,000 |
| Brazil | \$8,752,500,000 |
| United States | \$7,642,600,000 |
| Germany | \$6,883,000,000 |
| Japan | \$5,867,300,000 |

Revenue

Top Companies

| | |
|--|------------------|
| Millstone Coffee Co. | \$69,889,000,000 |
| Cafe Tostado De Exportacion S.A. de C.V. | \$36,550,900,000 |
| DEMB Holding B.V. | \$6,148,600,000 |
| Tchibo GmbH | \$4,318,000,000 |
| Java City | \$3,413,800,000 |

Revenue

Industry Essays (Explore overview essays related to this industry)

★ [Food Preparations, Not Elsewhere Classified](#)

Gale Business Insights: Global Collection, 2012

This classification includes establishments primarily engaged in manufacturing food preparations not classified under another category. It includes manufacturers of items such as syrups, leavening agents, dry mixes (for ...

★ [Premium Bottled Beverages](#)

Encyclopedia of Emerging Industries, 2012

Dubbed "New Age" drinks, premium bottled beverages met the new millennium as a force to be reckoned with, drawing consumers' taste buds away from soft drinks and alcoholic beverages. This developing product category ...

★ [Specialty Coffee](#)

Encyclopedia of Emerging Industries, 2012

Contrary to popular belief, coffee did not originate in Brazil or Colombia; rather, it originated in Ethiopia. In the early 2000s, it was the world's second most traded commodity after oil. Specialty coffee has been ...

★ [Roasted Coffee](#)

Encyclopedia of American Industries, 2012

This category covers establishments primarily engaged in roasting coffee and in manufacturing coffee concentrates and extracts in ...

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行业概述（Industry Overview）

- At the beginning of the 21st century, the total global coffee retail trade was valued at \$33 billion USD per year. Mainland China consumed annually about 1,500 cups of tea per capita, compared to only 1.2 cups of coffee. Since the mid-1980s, the coffee market in China has nearly doubled every two years, instant coffee being the most popular.
- According to a September 2010 news report, coffee prices had reached a 13-year high. World coffee production flourished in the 1990s, causing the world's coffee supplies to increase, while consumption remained essentially flat, particularly in the European Union and the United States



Translate:

English (English)



Share

Asia-Pacific - Hot Drinks

Datamonitor Industry Market Research

MarketDefinition

The **hot drinks** market consists of the retail sales of coffee, tea and other **hot drinks**. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using 2010 annual average exchange rates.

For the purpose of this report **Asia-Pacific** comprises Australia, China, Japan, India, Singapore, South Korea, Indonesia, the Philippines, Thailand, Vietnam, New Zealand, Hong Kong, Malaysia, Pakistan and Taiwan.

ResearchHighlights

*The **Asia-Pacific hot drinks** market generated total revenues of \$25.3 billion in 2010, representing a compound annual growth rate (CAGR) of 5.2% for the period spanning 2006-2010.

*Tea sales proved the most lucrative for the **Asia-Pacific hot drinks** market in 2010, generating total revenues of \$16.9 billion, equivalent to 66.5% of the market's overall value.

*The performance of the market is forecast to decelerate, with an anticipated CAGR of 4.9% for the five-year period 2010-2015, which is expected to lead the market to a value of \$32.1 billion by the end of 2015.

MarketAnalysis

The **Asia-Pacific hot drinks** market grew at a strong rate during the period 2006-2010, as a result of strong sales growth in the coffee category. The overall market growth is expected to decelerate in the forthcoming five years.

The **Asia-Pacific hot drinks** market generated total revenues of \$25.3 billion in 2010, representing a compound annual growth rate (CAGR) of 5.2% for the period spanning 2006-2010. In comparison, the Chinese and South Korean markets grew with CAGRs of 7.1% and 5.2% respectively, over the same period, to reach respective values of \$11 billion and \$1.1 billion in 2010.

Market consumption volumes increased with a CAGR of 3.4% between 2006 and 2010, to reach a total of 2.3 billion kg in 2010. The market's volume is expected to rise to 2.8 billion kg by the end of 2015, representing a CAGR of 4% for the 2010-2015 period.

Tea sales proved the most lucrative for the **Asia-Pacific hot drinks** market in 2010, generating total revenues of \$16.9 billion, equivalent to 66.5% of the market's overall value. In comparison, sales of coffee generated revenues of \$6.5 billion in 2010, accounting for 25.4% of the market's

市场概述（Market Overview）

- In Asia Pacific, the main distribution channels for the hot drinks market are independent retailers, which account for 53.9% of the total market volume. Low product differentiation and switching costs boost the buyer power to a certain extent.
- Markets within individual countries are typically dominated by a small number of companies, with high local brand strength. Consumers are likely to be strongly influenced by brand, and this weakens buyer power.
- Overall, buyer power within the Asia Pacific hot drinks market is assessed to be moderate.

China



Key Information

| | |
|--------------------------|---------------------|
| GDP (US \$): | \$7,298,096,609,545 |
| Literacy Rate: | 93.98% |
| Average Life Expectancy: | 73.3 |
| Gross National Income: | \$7,283,899,821,022 |
| Unemployment Rate: | 4.30% |
| Population: | 1,330,141,295 |
| Currency: | CNY Yuan Renminbi |

Top Companies

| | |
|---------------------------------------|---------------------|
| Revenue | |
| China Railways | \$7,286,054,800,000 |
| Tingyi Holding Corp. (Tianjin, China) | \$1,237,856,800,000 |
| China National Petroleum Corp. | \$376,003,800,000 |
| PetroChina Company Ltd. | \$316,406,800,000 |
| Baosteel Group Corp. | \$301,200,000,000 |

Revenue

Top Industries

| | |
|--|--------|
| NAICS Code | |
| Commercial Banking Primary Industry | 522110 |
| Line-Haul Railroads | 482111 |
| Crude Petroleum and Natural Gas Extraction | 211111 |
| Electric Power Distribution | 221122 |
| Iron and Steel Mills | 331111 |

Translate:

English (English)

Country risk overview

[GRAPHIC OMITTED]

Country Risk Indicator: DB3d (Slight Risk)

Enough uncertainty over expected returns to warrant close monitoring of country risk. Customers should actively manage their risk exposures.

The DB country risk indicator is a comparative, cross-border assessment of the risk of doing business in a country. The indicator seeks to encapsulate the risk that country-wide factors pose to the predictability of export payments and investment returns over a time horizon of two years.

Risk Snapshot



* China's risk indicator is expected to remain stable at DB3d in 2011-12. While real GDP growth should fall in 2011-12 from its post-crisis rebound in 2010, the inland provinces' rapid urbanisation and development should help to drive expansion of the economy into the mid-2010s.

* China's food, energy and water 'balance' of supply and demand are the key issue for policy-makers over the medium term. The 12th Five-Year Plan (2011-15) focuses on a more sustainable growth path, but implementing this will be challenging.

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国家风险概述 (Country Risks Overview)

- The economic expansion was in full swing in Q1-Q2 2010, with shippers to China enjoying solid demand. Inflation appears under control and is likely to peak at 4% in Q4 2010, before easing in 2011.
- The inland provinces are set for further large-scale growth in infrastructure. Rapid wage growth in most coastal areas is being offset by rapid productivity gains, sustaining corporate profits.
- Trade relations with the US could worsen, given pending legislation in Washington as of Q3 2010, and a trade war is still possible. Economic frictions over alleged dumping and subsidies, and China's yuan, are difficult to contain.



Listen



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Translate:

English (English)

Coffee Wars: Protecting Starbucks' Name in China

Gale Business Insights: Global Case Study Collection

Learning Objectives

After considering and discussing this case, students will be able to do the following:

- Demonstrate an understanding of the scope of the protections provided by trademarks
- Outline some of the diverse challenges encountered by trademark owners
- Identify and explain the key steps and missteps taken by the trademark owner in this case and how they might apply in other business domains
- Offer suggestions for a set of general principles for **protecting** trademarks across various industries and product categories
- Make a judgment on the relative importance of the pursuit of trademark violations across various forms of infringement

Introduction

"We came first...We can't lose the case."

To say that Mao Yibo, outspoken general manager of Shanghai Xingbake (pronounced Shing-Bah-Ker), was confident would be an understatement. His small but thriving **coffee** chain in Shanghai was facing a trademark infringement case brought by Seattle-based **coffee** giant Starbucks Corporation. Trademark litigation is rarely as clear-cut as General Manager Mao predicted, however, especially when one of the world's best-known brands deems it necessary to bring action in a Chinese court.

For European and North American companies, China is a long way from home geographically, culturally, and legally. While considerable progress has been made in recent years, courts and administrative authorities often lack the resources, the knowledge, or the determination to combat infringements, especially in areas involving intellectual property (IP). For this reason, many companies are reluctant to take legal action even when confronted with blatant violations.

When Starbucks' customers wrap their hands around a warm cup of their favorite blend, few of them pay any attention to the little green logo that adorns every cup, napkin, and retail item in the store. Yet the Starbucks Corporation holds around 140 patents that protect its rights to logos, trademarks, **coffee** blends, merchandise, and even the look and feel of their stores. It may be just a little green circle to most people, but for Starbucks it is a symbol of the company that must be protect vigilantly and vigorously. With 16,000 stores worldwide, Starbucks has an astounding 10,000 patent applications. Each market has its unique commercial, cultural, and legal characteristics, so it takes a large team of dedicated trademark attorneys to safeguard Starbucks' rights.

Starbucks Enters the Chinese Market



Translate:

English (English)



The Price of Coffee in China

Global Marketing

When Starbucks, the Seattle-based **coffee** shop chain, first entered **China**, it faced a country of tea drinkers. Still, Japan too had been a country of tea drinkers but had evolved into a major **coffee** market. Starbucks itself had recently entered Japan and was already the top-ranked restaurant chain, according to a prestigious industry study. Top management at Starbucks was astounded at the firm's brand recognition across Asia, an awareness that had come about with virtually no investment in advertising. The company soon promoted **China** to a priority market.

In considering **China**, Starbucks noted that **coffee** consumption in a country is directly related to income. The firm sought to take advantage of growing disposable income in **China**, where per-capita income had reached \$750 a year. In particular, Starbucks believed there would be substantial demand among younger urbanites in **China**. Confident in their decision, the firm entered the Chinese market with plans to open ten shops in Beijing in 18 months. The first Starbucks in Beijing was located in a shopping center across the street from a five-star hotel. Still, some were skeptical about the Starbucks move. **Coffee** sales had been growing between 5 and 8 percent a year in **China**. However, in the wake of the Asian financial crisis many foreign expatriates left the country. Consequently, **coffee** sales growth had tapered off.

When Starbucks opened in Beijing, the store offered the same **coffee** products and other merchandise as was available in its U.S. shops. Starbucks's stated strategy was to set prices lower than those of comparable **coffee** shops already opened in **China**.

These other **coffee** shops targeted expatriates, tourists, and elite Chinese. **China's** luxury market was among the fastest growing in the world. Luxury shoppers were largely young professionals, many of whom enjoyed trying new foreign brands. Starbucks hoped to target a larger segment of Chinese society. Therefore, prices were set similar to those charged in New York City, with a grande latte priced at \$4.50. A local **coffee** shop in the same complex that charged prices even higher than those at Starbucks announced that it would lower prices to below those of the new U.S. competitor.

Starbucks imported all its **coffee** beans into **China**, despite the fact that **China** was attempting to improve both the quality and the size of its own **coffee** harvests. Other nations, such as Vietnam, had expanded **coffee** production. This had resulted in a world supply of **coffee** beans that exceeded demand by 10 percent. Furthermore, a devaluation of Brazil's currency provided this major **coffee** exporter with an increased competitive edge over new entrants into the **coffee** market.

Questions



Starbucks Corporation - Financial and Strategic Analysis Review

Publication Date: 07-Mar-2011

Reference Code: GDRT33172FSA

Company Snapshot

Key Information

| Starbucks Corporation, Key Information | |
|--|-------------------|
| Web Address | www.starbucks.com |
| Financial year-end | October |
| Number of Employees | 137,000 |
| NASD | SBUX |
| Source : GlobalData | |

Key Ratios

| Starbucks Corporation, Key Ratios | |
|-----------------------------------|----------|
| P/E | 30.02.00 |
| EV/EBITDA | 13.74 |
| Return on Equity (%) | 25.73 |
| Debt/Equity | 14.95.00 |
| Operating profit margin (%) | 13.26 |

Company Overview

Starbucks Corporation (Starbucks) is one of the world's leading roasters and retailers of specialty coffee. It engages in sourcing and roasting Arabica coffee and offers specialty coffee through retail stores. The company also engages in licensing activities of its trademark through manufacturing, marketing and distribution channels. It also produces and sells a range of branded consumer products such as ready-to-drink beverages, packaged coffees, premium ice creams, chocolates and liqueurs across the globe. Starbucks, through the company-owned and licensed stores operates principally in Asia-Pacific, Middle East, Africa, Europe and North America.

SWOT Analysis

| Starbucks Corporation, SWOT Analysis | |
|--------------------------------------|-----------------|
| Strengths | Weaknesses |
| Wide Product and Brand | Product Recalls |



Translate:

English (English)



Starbucks to triple China stores to 1,500 by 2015

China Knowledge Newswires

Sep. 8, 2011 (China Knowledge) - **Starbucks** Corp, a U.S.-based international coffee chain operator, plans to increase the number of its coffee shops in China to 1,500 by 2015 from the current 470, said Wang Jinlong, the company's president for Asia Pacific. Wang said that there is great potential in the coffee industry in China, which has 5,000 years of tea-drinking history. In addition, the company will speed up its expansion in other Asian markets. The company plans to open 700 coffee shops in South Korea by 2016, up from 370 at present, said Wang. The coffee chain operator also plans to open its first outlets in India next year and in Vietnam in 2013. Since 1999 when **Starbucks** opened its first store in China, it has expanded its presence to 42 cities, including ten new ones this year. In July this year, **Starbucks** signed a memorandum of understanding with Ai Ni Group, a coffee and agricultural company in China's Yunnan Province, to form a joint venture that will purchase and export arabica coffee beans from Yunnan Province.

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BI:G 帮助学生思考



The illustration shows five business professionals (three men and two women) in a meeting, discussing data presented on multiple screens displaying Business Insights: Global (BI:G) reports. The screens show various reports, including:

- China**: A report showing key statistics for China, including GDP, population, and economic indicators.
- Coffee and Tea Manufacturing**: A report detailing the manufacturing sector, including production volumes, export values, and market trends.
- Starbucks Corporation - Financial and Strategic Analysis Review**: A detailed report on Starbucks, including a company snapshot, key information, and a SWOT analysis.
- Coffee Beans Producing Starbucks' Supply in China**: A report focusing on the supply chain for Starbucks coffee beans in China.

The BI:G interface includes navigation tabs for Home, Reports, Datasets, and more. Each report page features a title, a brief overview, and a table of key data points. The Starbucks report includes a table with the following data:

| Key Information | Value |
|------------------|--|
| Company Snapshot | Starbucks Corporation (Starbucks) is one of the world's leading roasters and makers of specialty coffee. It operates in roasting and marketing to global coffee and other specialty coffee through retail stores. The company also engages in marketing activities at the business-to-business level through manufacturing, marketing and distribution channels. It also produces and sells a range of branded consumer products such as ready-to-drink beverages, packaged coffees, premium tea blends, and bottled coffee and tea. Starbucks, through the company-owned and licensed stores operates primarily in Asia-Pacific, Middle East, Africa, Europe and North America. |
| SWOT Analysis | |
| Strengths | Weaknesses |
| Opportunities | Threats |

BI:G 教育益处

- 帮助教师和学生节省检索数据和背景信息的时间
- 取而代之的是：更多时间用来评价和判断信息，提高批判性思维的技能
- 国际性的范围帮助用户从国际视角分析商业
- 用户可轻松比较不同国家、公司、行业的数据和信息
- 用户可往返于统计数据 and 文章之间，为数据提供背景，为论述提供可靠数据

Q & A

